

Bpm'online Announces an Innovative Partner Program that Empowers Channel Partners to Build Sustainable Businesses with Recurring Revenue



1888 Press Release - Innovative, flexible, barrier-free partner program developed to ensure sustainable business growth with up to 40% recurring revenue!

Boston, MA-NH - Bpm'online, a premium vendor of process-driven cloud based software for marketing, sales and service automation, unveils its comprehensive new Channel Partner Program to empower complementary technology providers, resellers and consultants to meet the challenges of the cloud era and build sustainable businesses with recurring revenue. Innovative, flexible and barrier-free, bpm'online's Partner Program provides a competitive edge and opportunity to expand your business to new heights. Learn more at: <http://www.bpmonline.com/partners/>

The Cloud Era dramatically changes traditional CRM landscape, offering consumers the choice of flexible and cost-effective solutions with rich functionality, a great number of built-in integrations delivered on-demand. The major challenge that technology companies face today is the ability to rapidly rethink and adapt the services delivery model in the marketplace, which is a shift away from customization and integration towards advisory and collaboration.

However, where there are challenges, there are always new opportunities. Analysts suggest that the worldwide software as a service (SaaS) market will grow at an astounding yearly growth rate of 20.2%. This means it will be growing from \$18.2 billion in 2012 to \$45.6 billion in 2017.

Bpm'online has all the necessary components that will allow businesses to meet these challenges and "get a piece of the pie" - it has a great team, an innovative product and a comprehensive Partner Program. The last one provides three major benefits that are the foundation for partners' success:

1. Recurring lifetime commissions. Bpm'online partners earn up to 40% commission throughout the entire lifecycle of their client relationship, which provides a solid basis for business growth.
2. Flexible engagement model. Companies start generating revenue and earning high commission payouts by leveraging their most productive business activities - KPIs range from number of attracted leads to closed deals or revenue growth.
3. No boundaries to entry. There is no entry fee or certification costs to enroll in the bpm'online partner program, no hurdles, only the tools and focus and speed up partner engagement resulting in fast tangible results.

Bpm'online offers three options for partnership: referral, consulting and implementation (C&I), and technology partner. Referral partners refer their network to bpm'online and receive commissions, while C&I partners promote, sell and implement bpm'online products combined with their services. Technology

partners develop custom applications based on the bpm'online platform or integrated with bpm'online applications.

Besides all the benefits that the Partner Program provides, bpm'online offers a great and innovative product that is easy to sell and implement. Bpm'online CRM is a fully integrated process-driven CRM comprised of seamlessly integrated products that connect the dots between marketing, sales and service. All bpm'online products include a set of out-of-the box processes that helps companies to jump start the system adoption and bring industry best practices to their work. Bpm'online delivers end-to-end processes to manage the complete customer journey - from lead to order, through ongoing account maintenance. The intelligent BPM engine, which is the heart of bpm'online platform, allows designing, executing and optimizing business processes in real time. An engaging user interface has a social look and feel, which makes working with the software easy and ensures an increase in overall user adoption rates.

"The rapid growth of cloud apps has brought a lot of challenges to modern businesses. Heightened customer expectations and changes in their behavior have shown that transformational is not just the delivery model, there's a strong need for agility to enable new models for customer & supplier engagement," says Michael Rooney, SVP and GM at bpm'online. "We aim to provide our partners with an opportunity to add consistent meaningful revenue streams to their business, supporting them 100% along the way!"

About bpm'online

Bpm'online is a premium vendor of process-driven cloud based software for sales, marketing, and service automation. The beauty and the core value of bpm'online products are out-of-the-box processes that guide users through the most effective actions to boost results. Users love bpm'online's engaging interface with social look and feel, free from redundant information that keeps them focused on what's relevant. Today, the company employs 500+ experts and serves over 6,000 customers worldwide.

For more information, visit: <http://www.bpmonline.com/partners/>

<http://www.bpmonline.com>

###